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PREMIÈREVISION
The art & heart of fashion

SUSTAINABILITY PLAYS AN INCREASINGLY CENTRAL ROLE IN PREMIÈRE VISION'S COMMITMENT TO ACCOMPANY THE INDUSTRY'S MOVE TO ECO-RESPONSIBILITY

«In the face of today's pressing climate challenges, the fashion industry is both committed and innovative, inventing and re-inventing itself to reduce its environmental imprint through manufacturing methods incorporating circularity and sustainability. In recent years, the awareness and commitment of the industry's key players, together with a change in consumer habits, have led to the implementation of concrete solutions to foster more ethical and responsible fashion.» Thus begins the 1st part of the **FASHION & SUSTAINABILITY** white paper recently published by Première Vision.

The white paper was designed to provide the keys to a more sustainable creative fashions industry, an informational reference to round out Première Vision's eco-responsible initiatives. These have been brought together since 2015 under the Smart Creation banner, in response to the sector's new needs, and help it move towards greater eco-responsibility.

The entire fashion industry is effectively impacted by this irreversible trend:

- **Consumers** - especially younger generations - are increasingly demanding and insisting on more transparency.
- **Brands** are now voluntarily integrating eco-responsibility and ethical approaches into their strategies, with increasingly strong commitments (transparency and traceability of sourcing, production methods, etc.)
- **The industry** itself is mobilising and investing to create and produce in a more rational and sustainable manner.

As the leading global meeting, business and communication platform for the fashion industry, Première Vision has the unique advantage of being in contact with the entire supply chain.

Drawing on its expertise, and the specially adapted tools and content developed at its trade shows and on its website, Première Vision seeks to:

- **Help engage the entire industry** in designing and producing collections that integrate the values of today's and tomorrow's creative, innovative and responsible fashion
- **Promote and broaden the use of best practices and responsible approaches (environmental and ethical) of companies in the sector:** sourcing (raw materials - yarns, fibres, fabrics, leathers, accessories), transformation processes (transparency, traceability), production (industrialization), life of the finished product (life span, care, recycling and environmental impact, etc.)
- **Provide concrete solutions** in terms of eco-responsible sourcing: everything starts at the design stage and the raw material
- **Decode the major challenges facing the sector and provide information** regarding the issues at stake in a more ethical and sustainable fashion industry
- **Promote and develop the sharing of ideas** between professionals on these issues

This is a strong, priority commitment for Première Vision, one constantly being strengthened and is set to be further developed at the next edition of its flagship event, Première Vision Paris*.

➤ **More information to come.**

SMART CREATION

The 'Smart Creation' study and information platform was launched in 2015 by Première Vision to promote the responsible offer at its shows, and showcase a new generation of values combining creativity, innovation and sustainability.

Its goal is to create new perspectives and new competitive advantages for the entire fashion industry, and thus new development and growth opportunities.

THE SYSTEM PUT IN PLACE BY PREMIÈRE VISION

In concrete terms, the system and solutions proposed by Première Vision are structured around:

Identifying and promoting a sustainable offer:

- **The Smart Creation space at the Première Vision Paris* show**, exhibiting the industry's most committed, inspiring and even visionary companies:
 - › Eco-designed, organic or recycled materials; sustainable finishings and treatments (dyes, treatments, prints); innovative and responsible design and production processes; products and technological solutions facilitating eco-design and traceability; global circular approaches; labels and more.
- **New: the Eco-Innovation forum** at Première Vision Paris* presenting a cutting-edge selection of the show's creative and responsible offer:
 - › **To guide visitors** (buyers, creatives and order-writers for fashion and accessories brands) in their responsible sourcing.
 - › **To promote the sustainable products, developments and approaches** of companies exhibiting at the show - spinners and fibre producers, weavers, tanners, accessory and component makers, decoration designers, fashion manufacturers.
- **The Performance Codes, to help visitors navigate the eco-responsible offer** at the Première Vision shows and on its Marketplace. Created by Première Vision, these performance codes, indicated on products found in the Eco-Innovation forum and on the Marketplace, provide a simple and informative way to better source eco-designed materials:
 - › **Organic material:** product composed of more than 50% natural organic material
 - › **Biobased polymers:** synthetic material obtained from a minimum of 30% of renewable biobased resources
 - › **Recycled material:** material comprising over 30% recycled material, natural or synthetic
 - › **Reduced chemical impact finishing:** Treatments, dyes, prints and finishings resulting in a reduction in the use of chemicals.
- **The Première Vision Marketplace: filters and selection criteria** specifically designed to help buyers source responsibly online.

*Première Vision Paris: 5-7 July 2022 - Parc des Expositions de Paris Nord Villepinte

Informative content and expert speakers to analyse and inform:

- **Smart Keys:** informative, easily applicable articles to help understand the key sustainability issues and shift towards ever more enlightened sourcing (available on the Première Vision website).
- **The Smart Creation podcast:** available monthly to explore the potential of sustainable fashion, with expert guests proposing new lines of thought.
- **Smart Talks:** engaging conversations focusing on the challenges of eco-responsibility, exploring solutions and innovations by textile professionals (at the physical shows and available for replay online).
- **Studies conducted within the framework of the IFM-Première Vision Chair:** numerous studies have been conducted by the Institut Français de la Mode at the request of Première Vision to gain a better understanding of the behaviours and expectations of French and international consumers (Europe and USA) regarding eco-responsible fashion
 - **New: The next study** - the results of which will be shared at Première Vision Paris* - aims to provide **a better understanding of consumers' buying criteria** and **assess how well they know eco-responsible materials**.
- **An «eco-responsibility» section** in the Première Vision 'Magazine', found on its website, which presents all the latest news about eco-designed fashion ([available here](#)).
- **The FASHION & SUSTAINABILITY white paper**, a two-part document designed to shed light on the major sustainability issues facing the industry.

NEW THE PREMIÈRE VISION «FASHION & SUSTAINABILITY» WHITE PAPER

To understand the keys and issues involved in making fashion more eco-responsible, Première Vision has published a two-part white paper for industry professionals:



1ST PART

(published end of March 2022):

Recycling, biosourcing, traceability and biodegradability - here Première Vision provides an overview of the industry's major challenges in terms of building a cleaner future for fashion.

[DOWNLOAD HERE.](#)



2ND PART

(published end of April 2022):

here, Première Vision provides the keys to committed sourcing by detailing concrete innovations and solutions, sector by sector, activity by activity (textiles, leather, denim, etc.)

[DOWNLOAD HERE.](#)

CORPORATE SOCIAL RESPONSIBILITY, AT THE HEART OF PREMIÈRE VISION'S VALUES

Première Vision's approach in terms of eco-responsibility and innovation goes beyond its commitment on the Smart Creation platform and the promotion of its exhibitors' sustainable offer.

Première Vision has in fact implemented several procedures to anchor the company and its collaborators in a more globally eco-responsible approach at its events, to make them as eco-friendly as possible:

- *Sorting* of wood, plastics, paper, cardboard, etc., entailing the processing of roughly 60 tonnes of waste.
- *Recycling*: Première Vision has partnered with the *Co-Recyclage* company for the reprocessing of furniture and materials used at its shows, including the fashion forum structures, decorations, carpets, etc. The stands are reused from one session to the next.
- *Redistribution of unsold food*: in partnership with VIParis, manager of the exhibition spaces, Première Vision organises the daily recovery of unsold food from the show's catering areas. It is then redistributed in a short circuit to food banks such as that of Red Cross.

PREMIÈRE VISION, MEMBER OF PARIS GOOD FASHION

Première Vision is a member of the Steering Committee of the Paris Good Fashion association, whose main objective is to make Paris THE capital of responsible fashion. Paris Good Fashion brings together industry professionals to take concrete action in favour of more eco-designed fashion.

As the only materials-show in its membership, Première Vision has been identified and appointed thanks to the legitimacy of the Smart Creation platform.

Among the major players in this project:

The Fédération Prêt-à-Porter - the Syndicat Paris Mode - the Fédération de la Haute Couture et de la Mode (FHCM) - the LVMH group - the Richemont group - Chloé - Chanel - the Kering group - the SMCP group - Arizona Muse - the Institut Français de la Mode (IFM) - the Comité Stratégique de la Filière (Strategic Committee of the Fashion Industry) - the Ellen MacArthur Foundation - Galeries Lafayette - Alexandre de Betak - the City of Paris - the NFP agency...

**REGISTER
FOR THE NEXT PREMIÈRE VISION PARIS**

To attend the show, either in person or online,
don't forget to register via the following link:

[BADGE REQUEST](#)

Once you have registered and your accreditation request is validated by our press teams, you will receive your press pass by e-mail.

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